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NPSA Conference Features Word of Mouth Marketing Tips

The National Portable Storage Association's 6th Annual Conference & Exposition will offer keen insights into Word of Mouth marketing.

KANSAS CITY, MO, October 10, 2008 **/24-7PressRelease/** -- Did you know 76 percent of consumers believe companies are untruthful in their advertising, according to a Yankelovich study?

Contrast that startling statistic with a finding from the Edelman Trust Barometer study, which reveals 68 percent of consumers trust other people "like themselves" and you begin to realize why Word-of-Mouth (WOM) marketing is gaining credibility as an effective marketing strategy.

"These statistics and others like them are why we're so blessed to have John Moore offer up his Word-of-Mouth Basic Training presentation at our 6th Annual Conference & Exposition," said John Finnessy, CMP, Executive Director of the NPSA, a nonprofit membership association dedicated to the advancement of the portable storage industry. The conference is being held at Caesars Palace in Las Vegas from October 26-28.

In his Word-of-Mouth Basic Training presentation, Moore, a marketing expert who once served as a leader in the marketing departments at Whole Foods Market and Starbucks Coffee, will go broad and deep in explaining why WOM is the most influential marketing medium, as well as how benchmark businesses are generating WOM. Moore closes the presentation by sharing 10 ideals to a laundry list of ideas on how to make WOM happen in any business.

"This presentation is perfect for portable storage operators that not only need to learn the ins and outs of WOM marketing, but also needing the inspiration to make WOM happen," said NPSA Operations Manager Joel Rathbone. "Moore's workshop is just one more example of how the NPSA is staying on the cutting-edge of marketing education in any economy."

As always, the NPSA's 6th Annual Conference and Exposition will offer timely, relevant educational programs that facilitate the exchange of ideas between members, sponsors, exhibitors and guests. People can register in one of three ways: on the Internet at NPSA-US.org through an online form, via a hard copy application downloadable on the NPSA Web site, or by phone. Just call 866-777-0635 or 816-960-6552 to get enrolled today.

For more information, visit www.npsa-us.org.

The National Portable Storage Association

The National Portable Storage Association is dedicated to the advancement of the portable storage industry. We at the NPSA are here to serve those in the portable storage industry who rent, sell or lease containers, trailers and mobile offices. The NPSA assists members with industry, regulatory and workforce issues; plus, offers members networking, marketing and legislative support at national, state and local levels.

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